

Message Text

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TO AMEMBASSY TEL AVIV

UNCLAS STATE 183575

C O R R E C T E D C O P Y (PARA 4 LINE 8 MISSING)

E.O. 11652: NA

TAGS: BEXP, IS

SUBJECT: GLOBAL MARKET RESEARCH: A A S STUDY CRITIQUE

REF: STATE 151237, TEL AVI 4472

1. GREATLY APPRECIATE EMBASSY/CONTRACTOR/GOI EFFORTS WHICH RESULTED IN TIMELY SUBMISSION OF WHAT IS IN MOST RESPECTS A HIGHLY SATISFACTORY REPORT.
2. STUDY GENERALLY APPEARS TO HAVE BEEN BASED UPON ADQUATE FIELD WORK AND COVERS ESSENTIAL POINTS. ADDITIONAL INFO NOW REQUIRED MOSTLY IN FORM OF CLARIFICATIONS, NAME CHECKS, ETC. WHICH NOT EXPECTED BE ARDUOUS FOR CONTRACTOR. REQUEST REMEDIAL SUBMISSION ADDRESSING POINTS PARAS 4 THROUGH 15 BELOW BE SUBMITTED TO EMBASSY BY AUGUST 28, IN SAME NUMBER COPIES AS REPORT PROPER, TO BE GIVEN SAME DISTRIBUTION/TRANSMITTAL.
3. ON WHOLE, WELL PLEASED WITH STUDY. PARTICULARLY WELCOME THOROUGH APPROACH TO MARKET PROJECTIONS AND APPLAUD VOLUNTARY TABLES FURNISHED UNDER 2.1.1.

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RM SPOT CHECKS SHOW DISCREPANCIES BETWEEN IL AND US DOLS VERSIONS OF FUTURE PURCHASE TABLES, AND BETWEEN THE TABULAR AND TEXT REPRESENTATIONS OF SOME DATA. FOR EXAMPLE, TABLES B, PP 13 AND 14, DIFFER IN ENTRIES FOR RADAR, METEOROLOGICAL RADAR, OTHER METOROLOGICAL APPARATUS, AND OTHER EQUIPMENT. EL-AL PURCHASES FOR 1976 AND 1977 DIFFER BETWEEN TABLES 2.1.1 B AND C, AND THE CHART ON PAGE 70, UNDER 3.3.2. REQUEST CONTRACTOR REVIEW TABLES FOR ACCURACY AND CONSISTENCY, AND CORRECT THE ABOVE AS WELL ANY ERRORS NOT APPARENT TO COMMERCE.

5. TABLE 1, 2.1.2, PP 20, 21 SHOWS GRADUAL GROWTH IN AIRBORNE AVIONICS MARKET EXCEPT SPURT 1974 TO 1975 WHEN MARKET MORE THAN DOUBLES. GROUND INSTALLATIONS MARKET STEADILY DECLINES FROM 1973, DRAMATICALLY REVERSING IN 1976 ONLY TO PLUMMET IN 1978. REQUIRE NARRATIVE EXPLANATION THESE ABRUPT CHANGES TO ACCOMPANY TABLE (SPEC 3.01.02 D AND E).

6. TABLE 2, 2.2.1 AND TABLE 3, 2.2.2; DESCRIPTORS ACCOMPANYING BTN NUMBERS SUGGEST NON-AVIATION EQUIPMENT INCLUDED. IF SUCH APPARATUS NOT FACTORED OUT OF VALUES SHOWN, WHAT IS APPROXIMATE PROPORTION OF AVIATION VS. NON-AVIATION VALUE FOR THE CATEGORIES ENTERED? (SPEC 3.22.01 AND APPENDICES D, E, AND F).

7. MOST SALABLE PRODUCTS, 2.4: SHOULD SHOW MOST SALABLE INDIVIDUAL PRODUCTS, AS IN 2.4.2 CITATION OF VASIS AND ILS. ENTRIES UNDER 2.4.1 APPROXIMATE THE DEFINITION OF AVIONICS; WHICH ITEMS OF COMM EQUIPMENT MOST SALABLE? WHICH INSTRUMENTS? SIMILARLY, UNDER 2.4.3, REPAIR EQUIPMENT FOR HYDRAULIC SYSTEMS? FOR PNEUMATIC SYSTEMS? FOR WING JACKS? NOTE THIS RQUIRED NOTWITHSTANDING POSSIBLE REDUNDANCY WITH INFO DISPERSED THROUGH REMAINDER OF REPORT (SPEC 3.24.01).

8. NAMES: PARTICULAR ATTENTION MUST BE GIVEN TO INSURING CORRECT AND CONSISTENT RENDITION OF PROPER NAMES. UNDER 2.4, BRITISH RADAR PRODUCER SPELLED DIFFERENTLY ON SUCCEEDING PAGES (33,34). BELIEVE ENTRY BAKER ON BOTH PAGES ACTUALLY BECKER RPT BECKER FLUGFUNK, WHOSE AGRESSIVE EXPORT MARKETING OF UNCLASSIFIED

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AVIATION COMM EQUIPMENT HAS BEEN CITED IN OTHER STUDIES. IAI PRODUCT ARAVA (H) ALSO SPELLED VARIOUSLY. COMMERCE CANNOT CROSSCHECK ALL NAMES AND OFTEN COULD NOT DISTINGUISH THE INCORRECT FROM THE UNFAMILIAR IF TRIED. REQUEST CONTRACTOR PROOF ALL PROPER NAMES AGAINST RELIABLE DIRECTORY. (SPEC 1.23.05).

9. ILS STATUS, 3.1.3 (P. 40): NOT ENTIRELY CLEAR. GATHER

BURDEN IS THAT ISRAELI WEATHER RARELY DETERIORATES TO CAT II MINIMA AND NEVER TO CAT III; THAT BEN GURION S CAT II-EQUIPPED EXCEPT FOR ADDITION LOCALIZER AND GLIDE SLOPE TRANSMITTERS FOR ONE RUNWAY DIRECTION; THAT THIS INSTALLATION IS DEFERRED BY MILITARY AUTHORITIES; AND THAT EILAT WEATHER CONDITIONS NEVER REQUIRE CAT II OPERATION. PLEASE CONFIRM OR CLARIFY.

(SPEC 1.23.02).

10. BEER-SHEEVA AIRPORT, 3.1.4 (2) A AND B: REQUEST YEAR OF COMPLETION BE PEGGED MORE NARROWLY THAN BETWEEN 1978 (P. 94) AND "THE END OF THIS CENTURY" (P. 43). ACCEPT ABSENCE OF OFFICIAL SCHEDULE BUT SOLICIT UNOFFICIAL BEST ESTIMATE.

1. TABLE 5, 3.2.2: SHOULD SHOW SPECIFIED BREAKDOWN OF INTERNATIONAL SCHED, INT'L NON-SCHED, ETC. AS DEPICTED IN SPEC APPENDIX H-1. REDRAWN TABLE SHOULD ALSO HAVE REQUIRED REFERENCE TO ICAO "AIRPORT TRAFFIC" SERIES.

(SPEC 3.32.02 AND APPENDIX H).

12. KANAF-ARKIA FLEET, 3.5.1: PLEASE FURTHER IDENTIFY THE SINGLE "CHAPTAIN" AIRCRAFT LISTED PARA C, P. 82 (SPEC 3.35.01.C).

13. TABLE 7, 3.6.1, IS TO SHOW MODEL AS WELL AS MAKER OF AIRCRAFT. THIS PARTICULARLY IMPORTANT FOR POPULOUS MAKES OFFERING VARIETY OF ENGINE CONFIGURATIONS AND CAPACITIES SUCH AS PIPER, CESSNA, BELL, ETC. NAME REFORM ALSO IMPORTANT HERE; BENSER/BENSEN, HILLES/HILLER? NEED FOOTNOTE REFERENCE TO ICAO REPORT ADDED TO REDRAWN TABLE. (SPEC 3.36.02 AND APPENDIX J-1).

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14. GENERAL AVIATION HOURS FLOWN, 2.6.1 AND 3.6.2: RECONCILE CONTRADICTORY ESTIMATES GIVEN UNDER THESE HEADINGS ON PAGES 87 AND 88 RESPECTIVELY (SPEC 3.36.01).

15. MARKETING CHANNELS, 5.1.1.: (A) "STRAIGHT DISTRIBUTION" APPEARS TO BE SAME AS (C) "DIRECT PURCHASE." DISTINGUISH OR COMBINE. (SPEC 3.51.01.A).

16. TRADE LISTS AND INTERVIEW ROSTER BOUND INTO REPORT NEED NOT BE REMEDIED BY CONTRACTOR, BUT HE SHOULD BE INFORMED THESE AR TO BE SEPARATE OR EASILY DETACHABLE APPENDICES. THIS FOR HIS FUTURE REFERENCE, SINCE INTRINSIC QULAITY PRESENT STUDY INCLINES COMMERCE TO BE HOSPITABLE TO ESI PROPOSALS FOR FORTHCOMING RESEARCH PROJECTS.

17. SHOULD REMEDIAL SUBMISSION NOT BE READY BY
28 AUG, REQUEST EMBASSY OBTAIN SINGLE COPY OF ALL
CORRECTIONS MADE BY THAT DATE AND AIRMAIL TO COMMERCE WITH
ADVICE AS TO WHEN FULL SUPPLEMENT CAN BE EXPECTED. FINAL
PAYMENT AUTHORIZATION WILL ISSUE PROMPTLY UPON RECEIPT
SATISFACTORY SUPPLEMENT. KISSINGER

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Disposition History: n/a
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